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March 5, 1997

TO: All Sales/Territory Representatives

RE: May Doral B2G1F Model (Promotion #700272)

Ladies and Gentlemen:

Attached is the model for the May Doral B2G1F Promotion. Promotion specifics will be in the 2nd Quarter Work Plan letter which you will receive in the future.

The attached Model must be reviewed by you immediately and returned to the ROU by **Tuesday, 3/18/97**, at the latest. Please use the enclosed postage paid envelope marked to my attention. If not received by this date, the SKU count will go in as it is on the model. **DO NOT FAX YOUR MODEL**. You have enough time to return this via regular mail.


NOTE:

- 1) Model consists of calls with a volume of 75 or greater.
- 2) **Do not make any changes to chain calls.** Certain chain calls are the only calls authorized to get more than 1 SKU. None of your independent calls are authorized to get more than 1 SKU.
- 3) The total at the bottom of the **Revised Plan SKUS** Column is the total SKU's that your territory is allocated. You can make changes, but your SKU count must remain the same. In other words, you cannot add SKU's, only transfer SKU's from one account to another. Once again, **you cannot add SKU's.**
- 4) If you are making a change, please cross out SKU number in the Revised SKU column and write new number on the line provided. Do not under any circumstance cross out any numbers unless you are making a change. **The Sugg SKU column means nothing.** You must look at what is in the Revised SKU column. Remember SKU's were deleted from any calls without Savings Indicators. It is important that you keep savings indicators updated.
- 5) If an account does not have a VAP number, they will not get the promotion. If there is a "0" in the revised SKU column, account is not scheduled to get the promotion.

After changes have been made to models, Direct Account templates will be generated. You will then be sent your revised territory lists.

Should you have any questions or concerns, please voice mail me at 71402 with your questions, and I will get back to you.

Sincerely,


M. A. Sullivan

Enclosure / cc: D/M's/ROM

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